

## DIXIE COUNTY TOBACCO PREVENTION NEWSLETTER

Volume 3, Issue 2

Apr-June, 2010

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# Dixie County SWAT Students Celebrate Kick Butts Day 2010!

March 24, 2010 was the National Kick Butts Day. This day is set aside each year for youth to speak out and to get active against Big Tobacco. Kick Butts Day is organized by The Campaign for Tobacco Free Kids

This year, Students Working Against Tobacco (SWAT) clubs at both Dixie County High School and Ruth Rains Middle School participated in anti-tobacco programs to recognize Kick Butts Day.

### Dixie County High School

The Dixie County High School SWAT club celebrated the event by setting up an information booth outside of the high school cafeteria. The club created signs that informed students about how "big tobacco" targets youth in forms of advertising and in the sale of candy-flavored tobacco.

The students learned about several of these marketing tactics, including the placement of advertising in areas in stores where tobacco is not sold, the use of fun, colored packages designed to attract children and teens.

SWAT youth discussed the use of candy products that mimic cigarettes, cigars, and dip that give children the impression that tobacco use is normal and socially acceptable.

The students also saw examples of newer candy-flavored tobacco products, such as grape-flavored filtered

cigars, which entice new users.

Dixie County High School students also had the opportunity to throw darts at a dartboard for a chance to win anti-tobacco tee shirts, stickers, and bracelets.

The SWAT club set up the booth during both lunch periods so that all Dixie County High School Students would have an opportunity to participate.

### Ruth Rains Middle School

Ruth Rains Middle School's new SWAT (Students Working Against Tobacco) club has been very busy this year. You may have seen us at the Homecoming game campaigning against tobacco use. During this year's Homecoming activities we handed out brochures, suckers and stickers in hopes of discouraging chil-

dren from experimenting with tobacco products and assisting tobacco users to QUIT! We also collected over 500 signatures from students and adults, each receiving a tobacco-free bracelet after pledging to be tobacco free!

"Kick Butts Day" is a campaign for Tobacco-Free Kids' annual celebration of youth advocacy, leadership, and activism. Sixth graders created a "Kick Butts Day" bulletin board for the sixth grade hallway. Students drew an outline of their foot on a piece of construction paper, and pledged to "Kick Butts" - tobacco butts, that is - and then stapled each foot to the bulletin board. On this day thousands of youth in every state around the country stood up, spoke out, and pledged to seize control against big tobacco companies.



Ruth Rains SWAT Youth created a bulletin board using footprints to "stomp out" tobacco.

# Recent Highlights from the Tobacco Free Partnership of Dixie County

By Thomas J. Harrington, Policy Manager of Dixie County and Gilchrist County, Florida

The Tobacco-Free Partnership of Dixie County has been very involved in helping our community with local area sponsorships. As we're in the business of not only keeping people from starting the habit of using tobacco as well as helping them to stop if they've already started, we also seek to be a part of what the community does as a whole. Recently, upon noticing some needs for upcoming events, our Executive Committee, made up of Charlotte Lord, Carol West, and Dixie High student Jasmine Echevarria with instructor Kim Lander at her side, met to discuss what our partnership can do to better assist our community. They then brought their ideas to the partnership which authorized to sponsor causes that will positively affect young people and those less fortunate specifically in Dixie County.

Promoting tobacco-free kids is obviously one of our primary goals but keeping kids healthy also ties into healthy lifestyles that deal with exercise. Dixie County had the great opportunity to host a NFL Training Youth camp which included several NFL stars. This event was a major success because there were over 50 youth present learning new skills from athletes that are positive role models. The partnership helped supply the meal staples for the day and offered tobacco-free educational materials for the youth and the parents as well. In addition, we also plan to sponsor a little league team and a Wii game system for this fall's Health Walk.

In addition, the Dixie County High School will be receiving new tobacco-free materials for

young adults about the dangers of tobacco use. Studies show that the average age to start using tobacco is 14 years old and about 90% of first-time users are between the ages of 12 and 18! Clearly with these numbers, we have our work cut out in order get the truth that tobacco harms young people and tobacco companies know they have to win over that share of the market to get people hooked for life. As part of further community outreach and the \$85,000 raised for the Dixie Education Foundation's scholarships for Dixie County students, our partnership contributed a scholarship that went towards Jessica Carlton, a Dixie County High senior.

In fact, it's not just at schools or youth-related activities that our partnership stays involved but we have a pres-

ence at other venues where adult outreach occurs too. For instance, the Suwannee River Youth Fair dairy show was co-sponsored by the Tobacco-Free Partnership of Dixie County. Throughout the competition's duration, our new banner was proudly displayed promoting a vision for a more tobacco-free Dixie County. About a dozen signs were also placed to let people know that there were smoke-free zones at designated areas to keep individuals and even animals safe from second-hand smoke.

Lastly, we are also participating in the sponsorship for the Chad Reed Memorial 5K, a special event that honors Captain Chad Reed, the fallen police officer who bravely confronted danger in the line of duty on January 14, 2010 of this past year. Capt. Reed had given a commitment to his church that he would one day build a well to help impoverished people have clean drinking water. His intent was to build a well that would enable 1,000 people to have clean drinking water for 20 years. Despite his life being taken from our community, Capt. Reed's influence to help people still lives on and the proceeds from his memorial 5K event will go towards this goal as well as a scholarship fund for those in need.

In the final analysis, our partnership is not just about modifying health choices but when it comes down to it, we're ultimately about saving lives. We're extremely thankful for our faithful members and our fearless leaders who live out our mission in their everyday lives - establishing long-lasting positive health change and preventing harm to the most vulnerable, our youth.



*The Tobacco Free Partnership of Dixie County was one of the sponsors of the NFL Training Youth Camp, which allowed the partnership to deliver a tobacco prevention message with professional athletes as role models.*

# Understanding the Addiction Process

By Kirk G. Voelker, MD

There's no doubt about it, smoking is a highly addictive habit. There have been studies that compare nicotine, cocaine, alcohol and even heroin. These studies have ranked nicotine the most powerful to create dependency amongst users. The nicotine addicts use cigarettes compulsively; they develop tolerance to it and suffer withdrawal symptoms when they try to stop just like any other drug addict.

## Physical addiction

Physical cravings can last from a few days to a few weeks and occur because your body wants more nicotine. Nicotine is a stimulant, in the same way that cocaine or amphetamines are stimulants. Every time you take a drag from a cigarette, the nicotine hits your brain within less than 10 seconds. This is twice as fast as an intravenous (IV) drug. The faster the drug goes to your brain, the more addictive it is.

We want you to think about this when you see other smokers huddled together, sheepishly dragging away on their sticks of cigarettes. We want you to start looking at other smokers as addicts, just like you would look at a heroin addict sitting in an alleyway with a needle in their arm, or a drunk passed out at the end of a bar.

You may have noticed that we have instructed you to look at "others" in this manner and not yourself. This is because you are soon to be free of this addiction and instead of considering others to be "lucky" to be smoking when you are not, we want you to genuinely pity them. Think to yourself "I'm sure glad that I have decided not to be addicted to that stuff anymore." By consistently doing this, you will "turn your thinking around", and make cigarettes a thing of the past. It is as easy as making up your mind and walking away with the attitude of "I'm done!"

The effects of nicotine start to wear off between 20 min-

utes to two hours; this creates a craving. Most people respond by lighting up another cigarette. The reason people "chain smoke" is to keep a high level of nicotine in their system. If you smoke one pack of cigarettes a day, you "get your fix" 20 times a day.

Initially, the body develops a state of equilibrium. If you smoke more, you may get sick. If you smoke less, you start withdrawal. However, after time the body develops a tolerance to the drug nicotine. To get the same effect, you must smoke more. When you have stopped smoking for awhile, the level of nicotine required to achieve the same effect is markedly reduced. This is called "upregulation of nicotine receptors."

Once you have quit smoking, the first drag of the cigarettes will trigger a cascade of chemical reactions in your brain, which is many times more potent than taking a drag of a cigarette while you are currently smoking. This heightened drug experience will cause you to certainly want more. This is why you cannot have "just one cigarette", just as an alcoholic cannot have "just one" drink. If you start with just one cigarette, this cascade of neurotransmitters will force you to have another one. It's not your fault; it's just the way your brain is "hardwired".

Studies conducted by the tobacco companies have demonstrated that if you started smoking before your brain had fully matured (around age 20), then you will have an increased amount of nicotine receptors, making it more likely that you will be an addict. This is the reason cigarette companies are targeting children with cartoon figures and candy flavored tobacco products. They know that if they can get you hooked as a kid, they have an addict for life, willing to give up \$100,000 over 20 years to feed their habit.

REMEMBER YOU WILL ALWAYS BE "ONE DRAG AWAY FROM A PACK A DAY". We have had patients go back to smoking after 10 years by just having that "one cigarette". Respect it for the addiction that it is. Fear that cigarette like an alcoholic fears a drink, "Just one and it's all over."

Symptoms of withdrawal include cravings, irritability, headache, increased appetite, feelings of depression, and difficulty concentrating and sleeping. They're annoying, but not life-threatening.

## Psychological addiction

The physical addiction is over in roughly 2-4 weeks. The urge to smoke doesn't entirely go away when your body becomes free of nicotine. When you encounter situations which you normally associate with smoking you can experience an urge to smoke even years after you stop. We have learned through years of helping people quit smoking that if you quit and still consider smoking a desirable "vice" that you are not allowed to have, or that smoking is something that we have taken from you, you will either eventually go back to smoking or be a miserable nonsmoker always longing for a cigarette. This is because you are "thinking upside down". You must learn to turn your thinking around. You must learn to undo the brainwashing that you have been exposed to over the decades by the cigarette companies. It is important to adopt the attitude of "I'm done with it! I could do a lot of stupid things as a kid which I subsequently walked away from without a problem. This is the last vestige of my childhood stupidity. I can walk away from this too."

Your nicotine addiction did not develop overnight. In fact it happened slowly and gradually over time. Denial about this addiction has grown so powerful that we are able to block out the fact that this addiction is

destroying your physical health, and eroding your courage and confidence. We have been brainwashed by cigarette companies who spend over \$35 million a day (13 billion a year) in advertising to make cigarettes a part of our daily life. This brainwashing has convinced us that we cannot do without cigarettes... that smoking is cool, satisfying, relaxing and calming. If you quit smoking while still believing these lies, you will be an unhappy nonsmoker, longing for that forbidden cigarette. As time goes by, you will continue to glorify this poisonous addiction in much the same way that a teenager glorifies their "first love" (who, in reality, was not nearly as wonderful as they seemed). We want to not only make you a nonsmoker, but to remove the desire to smoke, thus making you a permanent nonsmoker. Our goal is to get you to walk away from this last act of childhood stupidity with the attitude of "I'm done!" and don't look back.

Like most things in life, the key is in your outlook. If you look at someone who is smoking like a person on a diet looks at someone eating a hot fudge sundae, saying "Boy, I wish I could smoke"; you will either be a miserable nonsmoker, always believing that you are being deprived, or you will go back to smoking. If you learn to put all of this childhood foolishness behind you and walk away from the cigarettes, like you walked away from those other stupid things that you did as a kid, you will be able to look at that smoker with genuine pity. In that instance, you "have arrived". The only thing that can trip you up is either overconfidence, thinking that you can be a social smoker and have "one drag", or thinking that a poisonous cigarette will actually calm your nerves.

*Dr. Voelker is the a Pulmonologist, and the co-founder of the Quit Doc Research and Education Foundation*

# Florida Legislative Issues: 2010 Session

By Thomas J. Harrington, Policy Manager, Dixie County and Gilchrist County, Florida

During the 2010 Florida Legislative Session, two important tobacco issues came before the House and Senate. The first bill involved second-hand smoke exposure in automobiles that included passengers that were children. The second involved a shift in funding for community-based tobacco prevention programs mandated by an amendment to the Florida Constitution passed in 2006.

## HB 1141: Smoking in Vehicles with Minor Passengers

An exciting new program came into existence 6 years ago. It's called "Ought to Be a Law", a program that allows high school students to offer up pieces of legislation they have drafted. Actual legislators from Hillsborough and Pinellas Counties judge the various students' drafts and select one that they agree to co-sponsor in the Senate and House.

This year the winning piece of legislation was the "Smoking in Vehicles with Minor Passengers" bill. This bill, otherwise known as HB 1141, would have encouraged adults not to smoke when minors were present inside a vehicle with them.

SWAT (Students Working Against Tobacco) was part of a coalition to support this bill, and the students had the opportunity to present the bill in front of the Roads, Bridges, and Ports Policy Committee. The bill was "work-shopped", a process that occurs when a bill brought forward is deemed as complex or controversial. The committee then has conversations about any concerns or benefits the bill might offer. They decide at the end of the workshop whether they are in favor of it and whether they should bring the bill back up on the agenda formally in front of committee where a formal vote would take place.

The students who participated came up a day early in

Tallahassee to educate committee members about the bill. Many of the committee members were against the bill from the onset because they viewed it as a "slippery slope", despite the fact that revenue generated by fines would have gone to a transportation trust fund that's allocated according to the statute.

Supporters of the bill argued that it is not the start of a "slippery slope" because it specifically addresses the medical evidence about the dangers of smoke in cars and children.

In fact, a recent Harvard study of this can be found online according to Amber Smith, the senior legislative aide for Rep. Kevin Ambler, the House sponsor for the bill. The Harvard study shows that the equivalent of smoking one hour in a car with a child is like giving them four cigarettes to smoke! There are also increased risks for health effects, including pneumonia, asthma, ear infections. In fact, asthma is one of the main reasons that students miss school the most, so the bill may have helped to keep more children in school a greater number of days. "Driving in the state of Florida is not a right, it's a responsibility," says Ms. Smith. She refers to the fact that the state of Florida is able to have more of a say in what happens on the road - i.e. children must use a booster/car seat, adults/children have to use seat belts, etc.

Smith noted how incredible it was to see how some committee members changed their points of view after the students educated them on the harm of second-hand smoke. The Senate's companion bill SB 2596 reached unanimous support but even though the bill was favorable in the House committee workshop it was never put on the agenda to be heard in the committee again and be voted on as much em-



phasis was placed on the budget. Students did a great job though and ended up bringing a favorable outcome when opposition against them was tremendous; in the end time ran out and it wasn't a priority issue for leadership. "Most focus continues to be on the budget", maintains Ms. Smith.

## HB 5309/5301: Tobacco Prevention Program Funding

This bill was being proposed by the Florida House of Representatives to take away \$9 million dollars of the \$11M funding that currently supports local community-based tobacco prevention programs, including local Tobacco Free Partnerships and Students Working Against Tobacco (SWAT) programs. Instead, the funding would have been redirected towards developing tobacco cessation services for mental health patients. While the mental health population is indeed an important one, the shift in funding would have resulted in a disproportionate amount of emphasis being placed on a very narrow population (.001% of Florida's population or approx. 186,000 people). In addition the House position went against CDC Guidelines and Best Practices for tobacco prevention and control which was a driving element in the voter-approved constitutional directive. Different versions of this bill existed in both the Florida House and Senate; however, the language in the Senate bill did NOT cut funding for com-

munity-based tobacco prevention programs, and eventually the House capitulated to the Senate position.

What was at stake?

- The budget would have resulted in an 80% reduction in funding for the State and Community Based Interventions program, and as such, would have financially crippled county Tobacco-Free Partnerships AND the Students Working Against Tobacco (SWAT) program.
- Community intervention grants that supported the creation of 341 school and community-based Students Working Against Tobacco (SWAT) chapters with more than 5,700 members would have been disbanded.
- Community intervention grantees provide services to approximately 80,000 youth annually. The Passage of HB 5309 or 5301 meant no support for continuation of this youth movement. Community intervention grants currently generate 180 direct jobs and 164 indirect jobs for a total employment of 344 jobs, if the bill passed it would have been a loss of those jobs.

The House and Senate went back and forth in committees. During this process, supporters of the current programs throughout the state made phone calls to maintain the current programs. With the help of these supporters, including the American Cancer Society's Cancer Action Network and the Tobacco Prevention Network of Florida, the House finally agreed to remove the Mental Health Services portion of that bill and save the constitutionally mandated funding for tobacco-free programs.

## FDA Issues Final Rule Restricting Access and Marketing of Cigarettes and Smokeless Tobacco Products to Youth

The U.S. Food and Drug Administration issued a final rule containing a broad set of federal requirements designed to significantly curb access to and the appeal of cigarettes and smokeless tobacco products to children and adolescents in the United States. Published March 19, 2010, the new rule becomes effective June 22, 2010, and has the force and effect of law.

Titled *Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco to Protect Children and Adolescents*, the new rule restricts the sale, distribution, and promotion of these products to make them less accessible and less attractive to kids. Among other things, the rule prohibits the sale of cigarettes or smokeless tobacco to people younger than 18, prohibits the sale of cigarette packages with less than 20 cigarettes, prohibits distribution of free samples of cigarettes, restricts distribution



of free samples of smokeless tobacco, and prohibits tobacco brand name sponsorship of any athletic, musical or other social or cultural events.

"This ruling is a critical piece of a coordinated effort to save lives, lower costs, and reduce suffering from heart disease, cancer and other tobacco-related illness," said HHS Secretary Kathleen Sebelius. "Today, we're addressing a larger public health effort to prevent our

children from becoming the next generation of Americans to die early from tobacco-related disease. This is a great step toward a healthier America."

"Every day nearly 4,000 kids under 18 try their first cigarette and 1,000 kids under 18 become daily smokers. Many of these kids will become addicted before they are old enough to understand the risks and will ultimately die too young. This is an avoidable personal tragedy for those kids and their families as well as a preventable public health disaster for our country," said FDA Commissioner Margaret A. Hamburg, M.D. "Putting these restrictions in place is necessary to protect the health of those we care most about: our children."

Enforcement of the new rule will begin once it becomes effective on June 22, 2010. FDA will work closely with States and Territories to ensure that retailers comply with the rule. FDA will also work with the retail community over the coming months to educate them about the new requirements and assist them in understanding how to comply with them and help protect our children and adolescents from these addictive products.

Manufacturers and retailers who do not comply with the rule may be subject to enforcement action.

The rule was originally crafted in the 1990s by the Food and Drug Administration. After being set aside by the Supreme Court, it was included as a key provision of the 2009 Family Smoking Prevention and Tobacco Control Act.

For additional information, including a copy of the final rule, fact sheets, and a set of general questions and answers, please go to [www.fda.gov/protectingkidsfromtobacco](http://www.fda.gov/protectingkidsfromtobacco). This site will be updated to reflect the latest information on the rule.

## 1 in 4 Young Adults has Used Hookah

By Robin Nixon, Staff Writer, LiveScience

A new survey, published in the journal *Pediatrics* in May, confirmed that as many as 23 percent of young people in North America have used a hookah, also known as a water pipe, shisha, narghile or hubble bubble, in the last year.

Researchers worry that an erroneous but widespread myth — that hookahs are safer than cigarettes — is behind the increased popularity.

### Trading one bad habit for another?

A hookah looks somewhat like a lamp base, with the glass vase at the bottom filled with water and the very top, called a "bowl," filled with tobacco. When the tobacco heats up and the smoker sucks in through a connected hose, the tobacco smoke gets drawn down through a stem and pulled underwater before rising into an opening in the hose until it reaches the smoker's mouth.

"It is no longer kosher to smoke [cigarettes] in public," said Jennifer O'Loughlin of the University of Montreal and senior researcher of the *Pediatrics* study.

But the hookah is now very prevalent, and not only in cities, explained lead researcher Erika Dugas, also of the University of Montreal. "It is all over the Internet and even becoming popular in smaller towns."

Despite widespread bans on other smoking habits, hookahs and hookah tobacco are largely unregulated throughout North America. "Are we creating a new epidemic in the face of declining cigarette use?" asked O Loughlin.

O'Loughlin and her colleagues used questionnaires to survey 871 young adults, aged 18 to 24, who anonymously reported on their substance abuse habits. Of these, 201 had used a hookah in the previous year.

Water-pipe smoking is thought to be safer, even though evidence says otherwise, Dugas said in a telephone interview. "We need to sensitize the population that it actually is harmful."

### Despite mystique, health risks prevail

According to a 2009 study in the *American Journal of Preventive Medicine*, average hookah use exposes the smoker to more smoke and carbon monoxide, and similar amounts of nicotine, as cigarettes. The two practices likely share some similar health risks, the study concluded.

In particular, hookahs have been linked to lung cancer, heart disease and pregnancy complications. So why do people think they are safe?

There are four main myths circulating among young people, say the researchers of the *Pediatrics* study, including:

**Myth #1:** Hookah smoking imparts lower nicotine than cigarettes. **Reality:** Studies have found nicotine exposure to be roughly equal between the two practices. In some cases, depending on the tobacco product and smoking habits, nicotine intake could be higher with a water pipe.

**Myth #2:** A water pipe's smooth smoke is a sign that it is less toxic. **Reality:** The smoke is smooth because of the pipe's moisture — nothing to do with toxicity.

**Myth #3:** The water in the base of the pipe filters out toxins. **Reality:** If the water filters out *anything*, it is not enough to lower the health risks.

**Myth #4:** The fruit added to flavored tobacco imparts a health benefit. **Reality:** Fruit flavoring is just that, flavoring, and does not contribute to one's daily fruit and veggie quota.

# Tobacco “Mints” Tied to Poisoning in Kids

## Smokeless Products 2nd Most Common Source of Accidents

By JoNel Aleccia, Health Writer, MSNBC

Smokeless, flavored tobacco products that look like candy and come in packages shaped like cell phones may be contributing to accidental poisonings in very young children, new research suggests.

Nicotine-laced pellets, strips and sticks that dissolve completely in the user's mouth — dubbed “tobacco candy” by critics — have joined chewing tobacco and snuff to become the second-most common cause of unintentional tobacco ingestion in kids younger than 6.

Between 2006 and 2008, nearly 1,800 U.S. youngsters — almost 600 a year — accidentally consumed smokeless tobacco products, according to an analysis of 13,705 tobacco-related reports to the nation's poison control centers. That's a fraction of the nearly 3,600 poisonings a year that involved cigarettes and filter tips, but it worries authors of the new study published in the journal *Pediatrics*.

“Novel smokeless tobacco products, including dissolvable, compressed tobacco products ... are now of major concern, with their discreet form, candy-like appearance and added flavorings that may be attractive to children,” the authors write.

Potential poisonings add to the growing list of worries from those who fear that tobacco makers thwarted by anti-smoking laws are trying to peddle their addictive products to a new generation of users. Tasty flavors and packaging that resembles Tic Tac mints could be a powerful draw to young users, critics say.

“Our response has been one of dismay,” said Cathryn Cushing, a spokeswoman for the Oregon Tobacco Prevention & Education Program. Oregon is one of three states, along with Ohio and Indiana, tapped as a test market for Camel Orbs, tobacco pellets that contain mint and other pleasant flavors.

“They lost the battle of second-hand smoke and they're trying to make up for that.”

Not so, said a spokesman for R.J. Reynolds Tobacco Company, which makes Orbs along with Camel Strips and Camel Sticks. David P. Howard, director of communications, said the firm is only trying to offer an alternative for legal smokers who can't or don't want to quit and who prefer to enjoy tobacco use without violating laws or social norms.

“They provide adult tobacco consumers options to do it without bothering others,” said



Howard, who noted that the products are not only smokeless, but also spit-less and litter-free.

The Camel products are packaged in child-resistant packages, sold only to adults 18 and older, and marketed on websites that include strict age verification safeguards, he said.

“Adult tobacco consumers should be diligent about keeping tobacco and all nicotine products away from children,” said Howard, who added that other household items, such as vitamins and cosmetics, poison far more children each year.

But that doesn't convince public health officials like Alfred Aleguas Jr., managing director of the Northern Ohio Poison Center and co-author of the *Pediatrics* study. Even a single Orb, which contains about 1 milligram of nicotine, is enough to sicken a small child, he said, adding that a handful of pellets potentially could be lethal.

A 3-year-old in Oregon ingested Orbs last summer, according to the state's poison center. In Indiana, two toddlers suffered mild poisoning

after ingesting “snus,” small packages of flavored smokeless tobacco.

“To have this be relatively new on the market and to already have exposure, I think that's significant,” said Aleguas.

Snus is among several products marketed in the past few years by Reynolds and Philip Morris USA as the tobacco makers expanded their smokeless holdings in response to a changing climate.

### Smoking rates down, tobacco consumption up

Cigarette consumption has plummeted in the United States, even as smokeless tobacco consumption has gone up. Howard estimated that cigarette volumes have fallen between 10 percent and 11 percent in recent years, while the smokeless tobacco market has risen between 5 percent and 6 percent.

Between 1996 and 2006, the average per-capita number of cigarettes smoked fell from 2,355 a year to 1,650 a year, according to the United States Department of Agriculture. During that same period, consump-



tion of snuff rose from .31 pounds to .38 pounds a year.

Critics charge that attracting young users through more palatable smokeless tobacco products is the goal of the new marketing efforts. In the U.S., 13.4 percent of high school boys and 2.3 percent of high school girls use smokeless tobacco, according to the Campaign for Tobacco-Free Kids, based in Washington, D.C.

Slick advertisements for Camel Orbs, Camel Sticks and Camel Strips appear to directly target high school students and pre-teens said Terry E. Pechacek, associate director for Science in the Office on Smoking and Health at the Centers for Disease Control and Prevention in Atlanta.

"Underage children are being reached by this advertising," said Pechacek, who co-authored the new study. "They can use it in school settings, they can use it around their parents, they can use it in other social settings."

Howard denied that the tobacco firm targets young users.

At issue, of course, is the health harm from tobacco use. Because there's no burning, the risk of lung cancer may be lower with smokeless products, but the products are linked to oral cancers, gum disease, nicotine addiction and heart disease. Even the Camel site carries a bold reminder that the dissolvable products can cause mouth cancer.

"All tobacco products carry risk," Howard said. "We are marketing them as tobacco products."

Another worry, Pechacek said, is that two-thirds of young smokeless tobacco users are increasingly combining the products with cigarettes, and more than half of users aged 12 to 17 are using both.



"The real potential is that those types of dual users, if they maintain that pattern, may have lifelong risks very similar to smokers," he said.

The new products didn't sit well with Ohio Sen. Sherrod Brown and Oregon Sen. Jeff Merkley, who were outraged when Camel Orbs were test-marketed in their states.

"Tobacco candies are clearly designed to appeal to children through both packaging and taste," Merkley said in a press release. "Congress and the FDA must act quickly to ensure our children do not become victims of the tobacco companies' latest efforts to hook new generations of Americans on deadly products."

Together, Brown and Merkley authored an amendment that was included in groundbreaking legislation last year that gave the FDA new power to regulate tobacco products. It put dissolvable tobacco on the inaugural agenda of the Tobacco Products Scientific Advisory Committee, which met for the first time last month. The committee must issue a report on the public health impact of the products within two years, according to the new law.

Last April, Sen. Frank R. Lautenberg of New Jersey called on FDA Commissioner Margaret Hamburg to consider banning sales of dissolvable tobacco products until the health effects on children and teens are better understood.

In the meantime, the good news for anti-tobacco groups is that interest in the new smokeless products, which retail for between \$4 and \$5 a pack, hasn't set sales on fire. Howard says the company is optimistic about early response, but there are no immediate plans to roll out the product nationwide.

"For a tobacco product, it's been quite slow," said Tim Cote, vice president of marketing for Plaid Pantry, based in Beaverton, Ore., a grocery chain that first sold Orbs.

"While we carry them, they're an item that would be borderline dropped," Cote said. "How good has the trial been? Not very good."

## Cigarette sponsor pulled from Kelly Clarkson show

By Margie Mason and Irwan Firdaus

Associated Press Writers, April 22, 2010

JAKARTA, Indonesia - Pop star Kelly Clarkson's upcoming concert in Indonesia will no longer be sponsored by a cigarette company, the promoter said Thursday following protests from fans and anti-tobacco groups.

Clarkson, the first winner of "American Idol," had previously said that while she was surprised to learn that billboards announcing her April 29 concert in Jakarta were prominently branded with the logo of the popular cigarette L.A. Lights, the show would go on with the controversial sponsorship.

"I refuse to cancel on my fans," she wrote in a posting on her blog. She added that she's not a smoker and does not advocate it.

Though Clarkson initially indicated that the sponsorship could not be pulled, promoter Adrie Subono said that his company Java Musikindo had reached a "final agreement" with cigarette company Djarum, the maker of L.A. Lights, and the sponsorship had been canceled. He said it would take one or two days to remove all the billboards and pull other advertisements, including those on TV.

"There will be no (L.A. Lights) media promotion at the Kelly Clarkson concert," Subono told The Associated Press.

Djarum has declined to comment.

In a similar dispute two years ago, Grammy winner Alicia Keys apologized to fans and denounced the sponsorship of her Indonesian concert by an affiliate of U.S. tobacco giant Philip Morris International. She went ahead with the show, but only after the cigarette logo was removed from her promotions.

Indonesia, a nation of 235 million people, is one of the final frontiers where tobacco companies are given virtual free rein when it comes to selling, advertising and promoting their



*A sign promoting a Kelly Clarkson concert in Jakarta, Indonesia reveals the tour sponsorship by L.A. Lights brand of cigarettes.*

products, practices long banned in the U.S. and many other countries. The Marlboro Man still rides high on huge billboards that cross four-lane highways. Free samples are sometimes given out at events by young women dressed in matching short skirts.

About 63 percent of all men light up and a third of the country's entire population smokes. A quarter of boys age 13 to 15 are already hooked.

In recent days, Clarkson's Facebook page has been flooded with fans begging her to reject the cigarette sponsorship, saying she is sending the wrong message to kids about smoking. Anti-tobacco groups have blasted the singer for using her image to sell products that kill 200,000 Indonesians every year.

Clarkson fired back in her blog.

"I think the hardest part of situations like this is getting personally attacked for something I was completely unaware of and being used as some kind of political pawn," she wrote.

# Opinion: Kelly Clarkson, Promoters Do the Right Thing by Dropping Tobacco Concert Sponsor

Statement of Matthew L. Myers, President, Campaign for Tobacco-Free Kids, April 22, 2010

For the past several weeks, international public health groups and fans of Kelly Clarkson, the U.S. singer and American Idol winner, have urged her to withdraw tobacco industry sponsorship of her April 29 concert in Jakarta, Indonesia. Today, we are pleased that Ms. Clarkson and her promoters have done the right thing and announced that they are cancelling the tobacco sponsorship and removing tobacco-branded billboards and other promotions related to the concert.

We thank Ms. Clarkson's many fans of all ages who posted hundreds of Facebook messages and sent thousands of e-mails urging that she reject the tobacco sponsorship. The public outcry sends a powerful message to all entertainers that they should not be involved in marketing tobacco products, which spread death and disease throughout the world. When entertainers participate in such sponsorships, they become spokespeople for the tobacco industry and help to market cigarettes and other tobacco products to children.

We call on all members of the music and entertainment industry, including performers and promoters, to adopt policies of rejecting all tobacco sponsorships and promotions. We



also call on tobacco companies to immediately cease all such sponsorships and promotions.

This incident also underscores the need for Indonesia's government to ratify the international tobacco control treaty, the Framework Convention on Tobacco Control, and to enact strong tobacco control legislation, including a ban on all tobacco advertising, promotions and sponsorships, as required by the treaty. Indonesia is a target of massive tobacco marketing, including concert sponsorships, because it is one of the few countries that has yet to ratify the treaty and it has weak tobacco control laws.

Approximately 35 percent of the Indonesian population smokes, and tobacco use kills more than 200,000 Indonesians

each year. An estimated 78 percent of Indonesian smokers started before the age of 19.

Ms. Clarkson's Jakarta concert has been sponsored and heavily promoted by the tobacco company PT Djarum under the name of its cigarette brand LA Lights. Television, billboard and online ads for the concert feature her image and the LA Lights logo and even carry health warnings, making clear they are cigarette ads (to see an ad image and letters sent by public health organizations to Ms. Clarkson, go to [www.tobaccofreekids.org/kellydarkson](http://www.tobaccofreekids.org/kellydarkson)). Promoter Java Musikindo should quickly follow through in pulling down all of the advertisements.

Ms. Clarkson is not the first artist to face protests over tobacco sponsorship. In July 2008, Alicia Keys' Jakarta concert was initially sponsored by "A Mild" cigarettes, which is produced by Philip Morris International and its Indonesian subsidiary Sampoerna. When this was brought to her attention, Keys spoke out against the sponsorship and had related advertising removed.

Such sponsorships are banned in the United States and many other countries.



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